

EEO PUBLIC FILE REPORT

FOR

**WCAV(DT), Charlottesville, VA**  
**WVAW-LD, Charlottesville, VA**

This EEO Public File Report  
June 1, 2021 to May 31, 2022

## **EEO Annual Public File Report**

**WCAV(DT), Charlottesville, VA**  
**WVAW-LD, Charlottesville, VA**

The purpose of this EEO Public File Report is to comply with Section 73.2080 (c)(6) of the Federal Communications Commission's EEO Rule. This Report has been prepared on behalf of the Employment Unit composed of stations WCAV and WVAW-LD. This Report will be placed in the Employment Unit's public inspection file and posted on the Employment Unit's website.

The information contained in this Report covers the time period ending May 31, 2022 (the "Reporting Period").

Attachments 1 through 3 are intended to provide the information required by the FCC's EEO Rule. Attachments 1 and 2 contain the following information for each full-time vacancy:

- \* The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number;
- \* The recruitment source that referred the hiree for each full-time vacancy;
- \* The total number of persons interviewed for each full-time vacancy; and,
- \* The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Attachment 3 contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO Rule during the Reporting Period.

Questions concerning this Report should be directed to Tiffany Humphrey at (804) 672-6565 or [business@lockwoodbroadcast.com](mailto:business@lockwoodbroadcast.com).

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## ATTACHMENT 1

### FULL-TIME VACANCY INFORMATION

<b>Position Title</b>	<b>Total No. Interviewees for the Vacancy</b>	<b>Recruitment Source of Hiree</b>	<b>Recruitment Sources Utilized (see attached list of sources)</b>
General Manager	2	19	1,7-18, 22, 24-25
General Sales Manager	1*	19	1,7-18, 22, 24-25
Multi Media Journalist	5	2	1, 2, 4-17, 24-25
Master Control Operator	6	1	1, 4-5, 7-17, 23-25
Account Executive	1	1	1, 4, 5-17
Anchor	3	3	3, 7-17, 24-25
News Producer	3	21	2, 7-17, 21, 25
Producer	3	20	1, 4-17, 20, 24-25
Master Control Operator	4	1	1, 4, 5, 7-17, 24, 25
Creative Services Producer	2	1	1,4-17, 23
Account Executive	5	23	1-17, 19, 23-25
Meteorologist	2	4	1-2, 4-17, 19, 24-25
Producer	3	1	1, 4-17, 19, 23, 25
Multi Media Journalist	3	1	1, 2, 4, 5, 7-17, 24-26
Master Control Operator	4	1	1, 4, 5, 7-17, 23, 26
National Sales Manager	4	2	1, 2, 4, 5, 7-17, 23-26

Total number of persons interviewed during the Reporting Period: 50

\*Position 2 was filled from the pool of position 1. The interviewee for position 2 is accounted for with position 1.

## ATTACHMENT 2

### RECRUITMENT SOURCE INFORMATION

<b>Recruitment Source (see attached list)</b>	<b>Total Number of Interviewees from Source*</b>	<b>Did Source Request Notice of Job Openings?</b>
<b>1</b>	<b>15</b>	<b>No</b>
<b>2</b>	<b>11</b>	<b>No</b>
<b>3</b>	<b>3</b>	<b>No</b>
<b>4</b>	<b>7</b>	<b>No</b>
<b>5</b>	<b>0</b>	<b>No</b>
<b>6</b>	<b>1</b>	<b>No</b>
<b>7</b>	<b>0</b>	<b>No</b>
<b>8</b>	<b>1</b>	<b>No</b>
<b>9</b>	<b>0</b>	<b>No</b>
<b>10</b>	<b>0</b>	<b>No</b>
<b>11</b>	<b>0</b>	<b>No</b>
<b>12</b>	<b>0</b>	<b>No</b>
<b>13</b>	<b>0</b>	<b>No</b>
<b>14</b>	<b>0</b>	<b>No</b>
<b>15</b>	<b>1</b>	<b>No</b>
<b>16</b>	<b>0</b>	<b>No</b>
<b>17</b>	<b>0</b>	<b>No</b>
<b>18</b>	<b>0</b>	<b>No</b>
<b>19</b>	<b>2</b>	<b>No</b>
<b>20</b>	<b>1</b>	<b>No</b>
<b>21</b>	<b>1</b>	<b>No</b>
<b>22</b>	<b>0</b>	<b>No</b>
<b>23</b>	<b>7</b>	<b>No</b>
<b>24</b>	<b>0</b>	<b>No</b>
<b>25</b>	<b>0</b>	<b>No</b>
<b>26</b>	<b>0</b>	<b>No</b>

## RECRUITMENT SOURCES

### Source

1. WCAV – TV Website, <https://www.cbs19news.com/> 434-424-1919
2. Referral/Internal
3. Self-Referral
4. TVJobs.com <http://tvjobs.com/> P.O. Box 4116 Oceanside, CA 92052 760-754-8177
5. Handshake.com <https://www.joinhandshake.com/> 225 Bush St. 12 Floor San Francisco, CA 94104 415-944-9960
6. Medialine.com <https://medialinetalent.com/post-a-job/> 2515 Sparrow Crest Dr. Katy, TX 77494 913-217-0685
7. Broadcasting Institute of Maryland, 7200 Harford Road Baltimore, MD 21234 410-254-2770
8. James Madison University, 800 S. Main Street Harrisonburg, VA 22807 David Chase 540-568-6211
9. PVCC, 501 College Drive Charlottesville, VA 22902 434-977-3900
10. Bridgewater College, 402 E. College Street Bridgewater, VA 22812 540-828-8000
11. Blue Ridge Community College, Box 80, One College Lane Weyers Cave, VA 24486 540-234-9261 Elizabeth Hall
12. Coppin State College, 2500 West North Avenue Baltimore, MD 21216 Linda Bowie 410-951-3000
13. George Washington University, 1922 F. St. NW Washington, D.C. 20052 202-994-1000
14. Old Dominion University, 2202 Webb Center Norfolk, VA 23529 757-683-3000
15. Virginia Tech, 925 Prince Fork Road Blacksburg, VA 24061 540-231-6000 Betsy McCoy
16. Mass VO Tech, 325 Pleasant Valley Road Harrisonburg, VA 22801 540-434-5961
17. Shenandoah University, 1460 University Drive Winchester, VA 22601 540-665-4500 Rick Ours
18. NAJA.com <https://najanewsroom.com/> 395 W. Lindsey St. Norman, OK 73019
19. TVNewsCheck <https://tvnewscheck.com/> 24 West Lancaster Ave. Suite 205 Ardmore, PA 19003 484-412-8287
20. Referral from Sister Station
21. Howard University Forum
22. SpotsNDots [www.SpotsNDots.com](http://www.SpotsNDots.com) 1635 Old Highway 41 NW Suite 112-338 Kennesaw, GA 30152 888-884-2630 x707
23. Indeed <https://www.indeed.com>
24. Virginia Commonwealth University, 907 Floyd Ave. Richmond, VA 23284 804-828-0100 Nicole Footen
25. American National University, 1515 Country Club Road Harrisonburg, VA 22802 540-432-0943 Teresa Lundberg
26. Virginia Association of Broadcasters

### ATTACHMENT 3 MENU OPTION ACTIVITIES

The Employment Unit has engaged in the following outreach activities during the period covered by this Report:

Activity Classification*	Type of Activity	Brief Description
5	Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;	<ul style="list-style-type: none"> <li>Station hosted a Northwestern University Journalism Fellow from January 2022 to the end of March 2022. He interned with the news staff learning all aspects of the position of Multi-Media Journalist.</li> </ul>
6	Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies)	<p>The Employment Unit created and aired announcements that encouraged viewers interested in pursuing a radio and/or a television career to utilize the websites of the Virginia Association of Broadcasters to learn of employment opportunities at member stations. These announcements ran throughout the year on WCAV.</p> <p>Job Opportunities at the stations are also posted on the Virginia Association job banks.</p>
8	Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;	<ul style="list-style-type: none"> <li>December 14, 2021. The News Director held producer trainings for the production staff and some reporters and anchors whereby he trained them on the mechanics of producing news casts and showcasing news content. The training continued on March 16-18, 2022 whereby anchors and reporters paired up to learn from one another through shadowing.</li> <li>March 13-17, 2022. The sales staff participated in a series of trainings through Jim Doyle that trains sales people on such items as advertising in a down economy, post pandemic sales, pick a problem, etc. This training is designed to help sales professionals become better professionals and manage their client inventory.</li> </ul>
12	Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities	Ad for General Sales Manager was placed with the Native American Journalists Association on April 27, 2022 upon vacancy of current General Sales Manager.
14	Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination	September 8, 2021: The Local Sales Manager participated in Inclusive Leadership Training through the Virginia Association of Broadcasters.

**\* For “Activity Classification”, use “1” through “16” in accordance with attached list.**

#### **Menu Option Classifications**

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.